

**GMR MARKETING****MEMORANDUM**

Date: August 30, 1995

To: Claire Person

cc: Maria Medina  
Caroline Petty  
Charlie Belmore

From: Pam Sturchio

RE: Reach and Survey Numbers

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**PARLIAMENT PARTY ZONE****Miami Market**

<b>Estimate of Total Reach/Exposure</b>	50,400
<b>Estimate of Total Smoker Surveys</b>	15,120

**Urban Market - New York, Boston & Philadelphia**

<b>Estimate of Total Reach/Exposure</b>	108,000
<b>Estimate of Total Smoker Surveys</b>	32,400

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